



Drone photos capture the 40 acres surrounding this \$1.75M home recently sold in River Falls



Large windows in every room allow for plenty of sun. The home also uses efficient geothermal energy, a draw for luxury buyers.



Along with plenty of outdoor space, this home features a heated, indoor pool for fun in the water year-round.

WISCONSIN

TOP LUXURY MARKETS

- Madison
- Mequon
- Middleton

LATEST LUXURY TRENDS

RE/MAX's luxury real estate agents in Wisconsin this year are seeing a demand for smarter, greener and in some cases smaller homes compared to previous years. Smart technology, in particular, is a high priority on many lists. RE/MAX brokers and agents say that many high-end buyers want home monitoring systems, not just for security reasons, but to also regulate the home's energy usage through their smart phones.

In addition, new homes and those that don't require renovations are in higher demand. Even

more so in the luxury market, homes moving the fastest have high-end appliances, finishes and décor. Like in the traditional home market, the focus is in the kitchen and bathrooms.

Technology is helping to sell luxury homes, and RE/MAX professionals in Wisconsin are using drones, video walkthroughs, professional photography and targeted advertisements on social media as part of their toolbox.

SNAPSHOT OF LUXURY IN WISCONSIN



Average sales price

\$732,233



Most common buyers

Retirees and Families



Most sought-after amenities

Waterfront



Inventory

Higher than or the same as last year



Average time on market

113 Days



Most expensive home sold by RE/MAX in 2017

\$1.75 million
River Falls, Wisconsin

